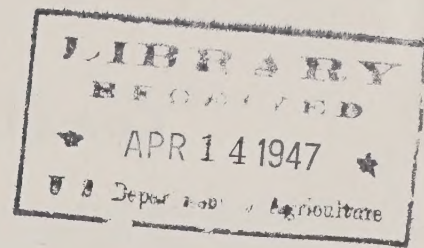


Historic, Archive Document

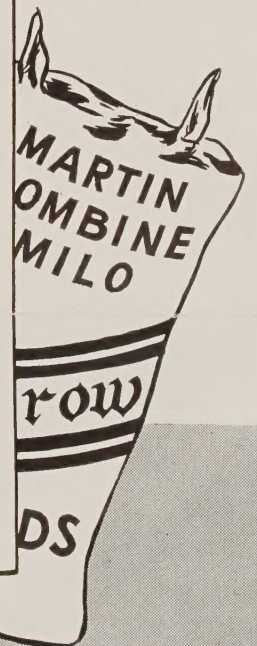
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62.83

1947



COMBINE GRAINS AND BETTER CORN



ASSOCIATED SEEDS, INC.

**SAN ANTONIO 6
WESLACO**

**ROBSTOWN
LUBBOCK**

Combine Sorghums: a revolution in farming

The war brought many changes to southern agriculture and some of them will be permanent, because they are steps forward. Among these is the development of combine sorghums.

Mankind has been growing sorghums for many centuries in the Old World, but only in 1853 did this crop reach us from China, via France. This was Early Amber; within a few years it was followed by Orange, Sumac and Crookneck, all being introduced with a view to sugar. Next came the grain sorghums, which proved their worth in the droughts of the '80's and '90's, while in 1909 Sudan grass arrived from Africa and at once made an important place for itself.

Although varieties were improving and the sorghum crops were steadily increasing, really big acreages were not profitable so long as harvesting had to be done by a row binder with threshing from the bundle, or even hand heading. When war came, 90% of the grain sorghum crops were harvested by these old fashioned methods, but shortage of help and the need for increased production led quickly to an exact reversal of this position. Before the war was over, sorghum had become one of America's



MARTIN COMBINE MILO



MAKING SURE THERE ARE NO OFF-TYPES IN AN ASGROW SEED FIELD

major grain crops, and Texas was growing more than half of this total.

A major factor in this remarkable development was the appearance, at precisely the right time, of Martin's Combine Milo. This outstanding variety comes from a single plant which survived the drought and disease that ruined a 400-acre field of Milo Maize belonging to W. P. Martin of Lubbock in 1936. Mr. Martin saved seed from the plant and increased it in the following years, giving us this popular early variety. At the same time, the Texas Agricultural Experiment Station was at work on a breeding program begun in 1929 by crossing Kafir and Milo. From this program, largely carried on by Dr. R. E. Karper, Plainsman and Caprock were introduced.

We are growing substantial acreages of all three under the supervision of trained production men. The Asgrow brand on a sealed bag guarantees trueness to type and the state certification tag is an additional assurance of merit. More seed of these popular varieties is grown by Associated Seeds, Inc. than by any other organization in Texas.

Well bred stocks of standard Sorghums



SOONER MILO

Apart from the grain sorghums, many thousands of acres in Texas are planted to other types: the sorghums for grain and forage, and the sorgos, or sweet sorghums, one group of which is grown for hay and ensilage, the other for syrup. Sudan grass and Sweet Sudan, used chiefly for pasture, are also sorghums.

Asgrow and Texgrow crops of the leading varieties in these groups are grown with great care in the areas best suited for the production of each. In their harvesting, cleaning, bagging and other warehouse and distribution operations, every practicable precaution is taken to provide Texas farmers with clean, true-to-type seed of high vitality.



BONITA SORGHUM

Your future crop is at stake in the seed you sow

Why we say

Asgrow seeds are BRED . . . not just grown

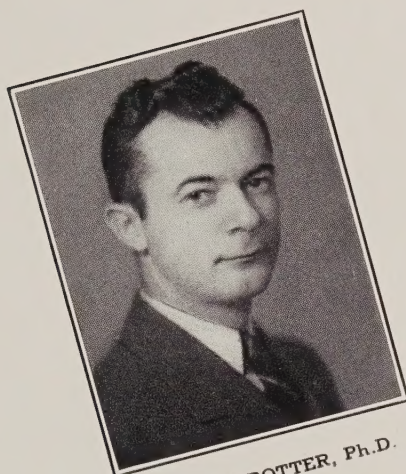


CONTROLLED POLLINATION OF SELECTED PLANTS

Back of Asgrow Seeds there is a long tradition of aiming for the highest quality, and to this end we have an extensive department of research and breeding, with one of its stations located at Robstown, Texas. The primary purpose of these breeding stations is the maintenance of Asgrow stocks, the reason being that nature tends to make cultivated plants revert to the wilder, rougher types from which they were developed by man.



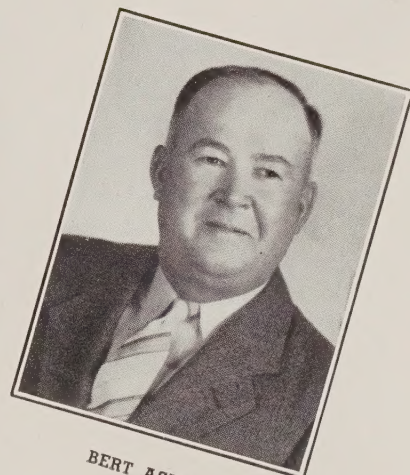
DETASSELING



ALLEN R. TROTTER, Ph.D.



READING CORN TRIALS AT END OF SEASON



BERT ASHTON

In charge of our Robstown breeding station is Dr. Allen Trotter, who has been engaged on southern farm crops all his working life, except when he was at Cornell University where he gained his doctorate. He brings to his work the practical experience gained on his father's farm and a thorough knowledge of plant breeding theory. Among the projects on which this station is engaged are corn breeding and testing, pure line production of grain and other types of sorghums, and the evaluation of new items in both agronomic and vegetable crops. Our customers and friends are always welcome at Robstown, where they will see trial rows or plots of many varieties of crops. Your comments on the program will be helpful to Dr. Trotter, whose work is directed toward helping you grow better and more profitable crops.

Born and raised on a farm, Bert Ashton is familiar from practical experience with the work and the needs of our customers. After beginning his career as a Texas farmer, he went into the produce business—growing, buying and shipping vegetables. He was also in the grain business for several years and thus has gained ample acquaintance with all aspects of the production, harvesting and shipping of both vegetables and grains. He knows Texas from end to end and is widely regarded as a sound judge of land, crops and cultural practices.

Bert has been with Associated Seeds for eight years, first on sales, then on production, of which he now has full charge, and this means that the varied crops on more than 5,000 acres are under his supervision. The great aim of his work is to make sure that only the best quality seed gets into an Asgrow bag.

THIS MARK ON



A BAG OF SEED

IS YOUR GUARANTEE OF SATISFACTION

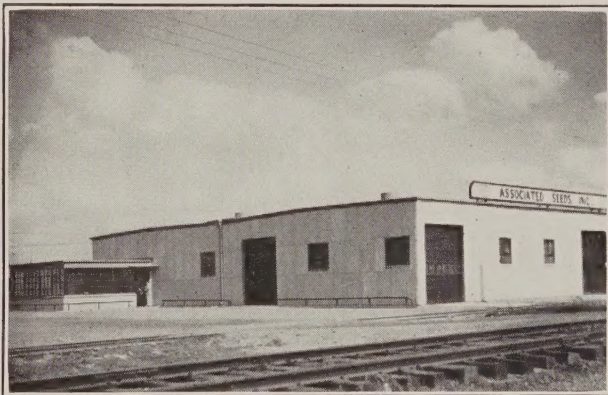
Sweet Sudan . . . a better type for Texas



SWEET SUDAN—A DISTINCT AND GREATLY IMPROVED GRASS SORGHUM

Searching for an annual grass that would replace Johnson grass, the late Dr. C. V. Piper of the U. S. Dept. of Agriculture found it on a British army farm in the Sudan, Africa. Introduced into this country, it quickly became of importance because of its wide adaptation, drought resistance, and its nutritive and palatable qualities. In time, however, increasing attention was drawn to its defects, particularly the similarity of its seed to Johnson grass seed, which led to the spreading of this weed on land which had been clean.

After many years of work headed by R. E. Karper and J. R. Quinby, the Texas Experiment Station introduced Sweet Sudan in 1937, bred from a cross of Sudan and Leoti. This splendid grass sorghum has reddish brown seed instead of the blackish brown common to Sudan and Johnson grass. In addition, the plants are sweet and juicy, much more resistant to disease, and higher yielding in both forage and seed. We grow our Sweet Sudan seed in South Texas, where the long period of hot, dry harvesting weather makes possible a uniform development of the seed, with good bright color and high vitality.



ASSOCIATED SEEDS, INC., WESLACO



Facilities and Sales

This map indicates our strategic locations for the best production areas and the distribution of Asgrow seeds. At Weslaco our new plant is in the heart of the lower Rio Grande Valley and at Robstown our sales department serves the great Coastal Bend section. Our San Antonio headquarters is well situated for distribution to Central Texas, and for the production and processing of many items. At Lubbock another new plant for processing, storage and distribution will serve the Texas Panhandle. These warehouses supply seed to Asgrow dealers and, through them, to progressive farms over the state.



SEEDS ARE WAREHOUSED WITH GREAT CARE

There is no substitute for quality

Associated Seeds, Inc.

BREEDERS
GROWERS
DISTRIBUTORS

AFFILIATED WITH
ASSOCIATED SEED GROWERS, INC.
NEW HAVEN, CONN.

GARDEN SEED
FIELD SEED
INSECTICIDES

WHOLESALE ONLY

TELEPHONES - FANNIN 0353 - L. D. 515
1226 EAST HOUSTON STREET
POST OFFICE BOX 1697

San Antonio 6, Texas

March 26, 1947

ASSOCIATED SEEDS, INC. GIVES NO WARRANTY, EXPRESS OR IMPLIED, AS TO THE PRODUCTIVENESS OF ANY SEEDS, BULBS OR PLANTS IT SELLS, AND WILL NOT BE IN ANY WAY RESPONSIBLE FOR THE CROP. ITS LIABILITY IN ALL INSTANCES IS LIMITED TO THE PURCHASE PRICE OF THE SEEDS, BULBS OR PLANTS.

Dear Customer:

Attached, is folder on "Combine Grains and Corn" that we hope will be of assistance to you in making sales of ASGROW seed to your customers.

This folder was scheduled to arrive way back last November, but due to a strike on the part of the printers employees we have just received them. Due to the late availability of these folders, we have not ordered as many as we intended. Also, we have sold out of some items, but can still supply a majority of the items mentioned. We believe, however, you will experience the greatest April spot demand in several years.

If you will fill in the space below and return, we will do our best to supply the quantity requested, at no charge to you.

Yours very truly,

ASSOCIATED SEEDS, INC.

RSL/fw

Please send us _____ field seed folders, at no cost to us.

Name:

Address:

How to grow more and better corn in Texas

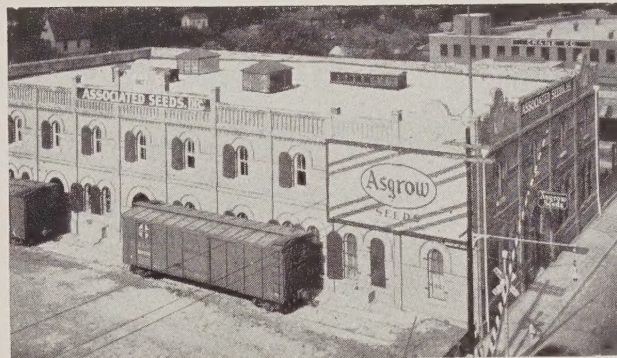
All up-to-date Texas farmers now know about the advantages of hybrid corn—its vigor, uniformity, thriftiness and greater resistance to disease. But the old question remains—which hybrid to grow?—and on its satisfactory answer depends much of the profit to be made from the crop.

Let us get this point clear first: there is no one hybrid which is best for all the soils and all the varying conditions of climate in Texas.

Some hybrids will flourish in a wider range of conditions than others and some are specially adapted to a comparatively small range of conditions. To meet the need for hybrids bred expressly for farmers in its own state, the Texas Experiment Station has for many years been busy with a program which has involved many thousands of crosses, followed by trial plantings. As a result, there is now available a series of Texas hybrids which have been used in different areas of the state for several seasons and have performed exceptionally well.

We have grown and can offer the following:

Texas 9-W	white
Texas No. 12	yellow
Texas No. 18	"
Texas No. 8	"
Texas No. 20	"



SAN ANTONIO PLANT 1226 EAST HOUSTON ST.



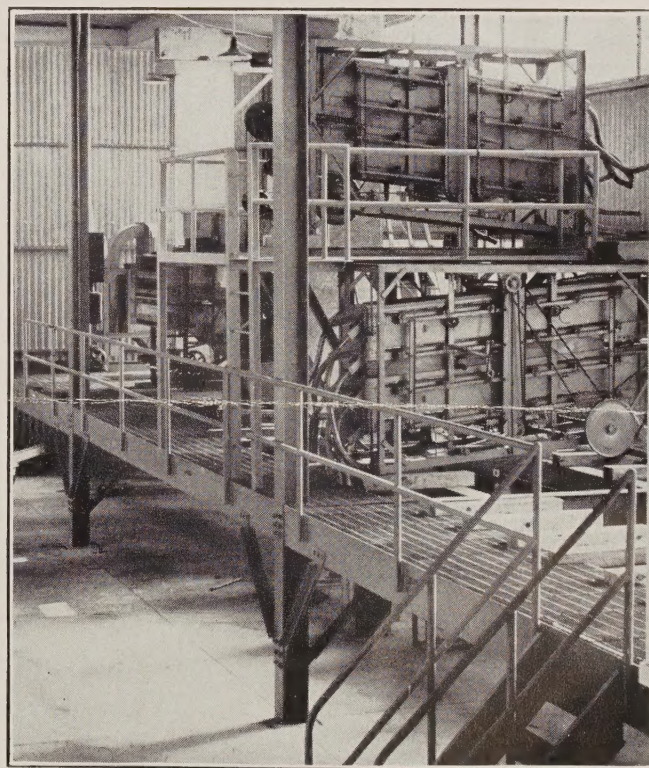
DUSTING BY PLANE



CORN PRODUCTION



OUR NEW HYBRID CORN PROCESSING PLANT



MODERN EQUIPMENT FOR
PRECISION GRADING OF SEED CORN

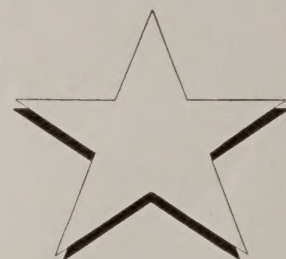
SCIENTIFICALLY BRED FOR



GROWING SATISFACTION

Hybrid corn by Texans for Texas

a series specially developed by the
Texas Experiment Station for your
own particular needs and unsur-
passed for performance in
Texas.



ASGROW SEEDS

DISTRIBUTED BY

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ROBSTOWN - WESLACO
LUBBOCK
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